



NGS DLP local concept and implementation plan of Újbuda

Short summary

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2. Short description about the Local DLP

According to the Transnational concept paper of the Dynamic Learning Package (WP4 O.4.2.) we've developed our educational program aligned with the NGS project partners approved competences & skill gaps (see: Transnational concept paper of the Dynamic Learning Package 6th Page: Transnational list of competences & skill gaps). We also considered the needs and deficits of Hungarian students between the age of 15-29, remembering that, the Hungarian youth is below European Union average in the essential knowledge for digital transformation and entrepreneurship. Therefore we dedicated significant focus to shrink this gap, by accentuating it in our training modules.

The subsequent focus pillar of our training is social innovation. Our goal is to educate the participating youth group with this term and its powerful opportunities. To attain this, we are looking to provide support to those, who would like to accomplish their individual ideas through building it with social innovation. During the selection process of our trainers, an important consideration was to select those, who have previous experience in volunteering or running their own CSR programs.

It is important to note that the current document is a description of a pilot program, with the main objective of collecting feedback to find a clearer methodology scope for future programs.

2.1 Concept and goals

The outlined student development goals of our 9-month program for individuals between the age 15 and 29 are the following:

- Collaborating more efficiently through the modern possibilities of internet technology & workplace tools
- Gaining inspiration from local successful young entrepreneurs & freelancers
- Becoming more self-aware to define their career paths/vision for an ideal life
- Processing and employing newly learned information more effectively
- Managing time and workload more appropriately, in order to stay productive
- Acquiring the knowledge of what it takes to build and run a business
- Learning the proficiency to distinguish between traditional businesses, social enterprises, and startups
- Embolden the sense of being a socially responsible entrepreneur
- Improving their communication skills to ensure the content of the conversation sticks with the audience

By adopting the prologue examples & 2 paths of the learning concept:

- During the warm-up phase, the clarification of the project objectives, as well as the key terms (eg. Social innovation, freelancer, entrepreneurship etc.) This should not only bring the participants to a common understanding of the terms but also spark inspiration and engagement by involving the appropriate young trainers with diverse backgrounds, who are able to retain the attention of the participants in the training. For increased effectiveness, we concentrated on narrowing down the age differences between the student group and well-versed successful professionals, to create impactful inspiration by sharing their personal experiences.
- By assimilating the “Social Innovation Employability Booster” and the “Social Innovation Bootcamp” paths, we decided to combine their modules to incorporate them as a whole into the full-length of our training program. We want to ensure that the participants of the warm-up phase, would not break apart into separate directions due to their individual interests. It is crucial to retain their creative power of diverse perspectives and aspirations. After exposing a general overview of enterprise operations & solutions to all participants, we progress into the “Bootcamp” phase, where they can find their purpose/role as a part of a team (eg. manager, marketer, idea manager, etc.) during a realization of a determined goal (enterprise, social innovation).

2.2 IL support to local DLP

DLP is part of the Local Innovation Lab service portfolio.

We developed the training with devoted consideration to extend the common determination and inspiration beyond what we previously established it with. Our solution is to facilitate easily accessible mentoring, coaching, knowledge-sharing, and networking opportunities. The Innovation Lab not only supports our target group with a well-equipped Coworking space, it also allows them to surround themselves with successful coworkers and startup people. Those who match our target age group between 15-29 and show interest towards the IL in-person or online, will be continuously provided with various joining possibilities in connection with the DLP program (eg. Streemelt presentations, joining our Facebook group and pre-registration to the next training taking place). Certain events during the project are completely open, and we’re also organizing voluntary sessions, where we are expecting the participation of external applicants. These are carried out as a part of the Innovation Lab program through hosting up to 4 Meetups/workshop sessions per month and 1 per week, during the duration of the New Generation Skills Program. An important long-term goal is to attract young talent who compass the potential solutions for a social issue. These young people are expressly supported by the DLP training program, mentoring offered as an IL service, the Coworking office, and its infrastructure.

3. Local implementation

3.1 Getting and selecting the youth

3. Local implementation

The local implementation for the pilot training program of the Dynamic Learning Package takes place between the time span of March 2018 and December 2018. During the regular school semesters, (with the exception of public holidays) we undertake our teaching sessions every Monday with the duration of 3 hours from 17:00 to 20:00. We also hold 4 to 8 discretionary workshop sessions on Saturdays in the previously defined training period, which is open to anyone at the local Innovation Lab. Our Pilot Program is compiled with the assistance of our 26 trainers, who are specialists in the topic of their training sessions.

The leading experts for the training:

Gábor Szabó: Psychologist, University Professor for Philosophy

Noémi Széphelyi: Sociologist

Attila Csont: Business Developer

Marcel Darvas: Internet & Technology Specialist

Orsolya Kerekes: Human Resources Manager

Training details and recent updates that are made available:

<https://academy.up.co.hu/bootcamp/>

<http://upacademy.hu/bc-guide/>

<http://www.interreg-danube.eu/approved-projects/newgenerationskills>

Selection of participants: After the deadline for submitting the registrations, we first completed a telephone screening with each applicant and then evaluated based on that in-house. From the remaining candidates, we requested a motivational presentation based on the international concept approach. Those who submitted their presentations within the given deadline were asked for an in-person interview for the second round. The presentations were rated on a scale of 1-5, with 5 valued best. The aspects of our grading were the following: length & structured of received content, effort shown by applicant, informativeness, and creativity. In the in-person interview, we initiated with a short visual assignment and then proceeded with asking invariable questions for the sake of comparability. We also discussed 1-2 interesting topics about their presentation or if something was unclear to us before evaluating them on a scale 1-3. After all of the interviews, we determined their overall scores based on all admission rounds to find the 25 best applicants to be accepted into the training.

Number of admitted participants: minimum 25 students

Training Schedule: Every Monday 17:00 - 20:00

We will also hold 4 to 8 discretionary workshop sessions on Saturdays open to anyone at the Innovation Lab.

3.2 Modules, teaching and learning methods

3.2.1 Warmup

3.2.1.1 Freelancers world module

Participants are introduced to successful young freelancers and entrepreneurs, who are aged between 17-22, in order to inspire them to stay open-minded and receptive during our upcoming modules, which demand commitment and hard work. We also want to enlighten them about these type of lifestyles, career entering opportunities, and the differences between being self-employed vs. employed.

Module Keywords: differences between classical businesses, social enterprises and startups; entrepreneurial and employee lifestyle; freelancing, digital nomad lifestyle, networking

3.2.1.2 UP module (Teamwork and self-awareness programs)

Through entertaining assignments to be completed on an individual level, as well as group assignments, we want to fortify participants self-awareness. In addition to this, we want to focus on social sensitization of students by teaming up with a local social enterprise, that supports the homeless with vitamin packages. We have multiple fantasy games planned to enhance the sense of participants finding their personal values & role in projects.

Module Keywords: inspiration, motivation, life challenge, dreams, individual goals, social empathy, helping others, team building, self-awareness

3.2.2 Employability Booster

3.2.2.1 Study more efficiently and effectively module (workshops)

Participants will need the use of modern learning techniques in order to grasp the lifelong development of the entrepreneurial life form. Learning the skills, habits, and practices, that are absolutely necessary for the ability to compete and adapt to the information- and opportunity-filled 21st century, will be achieved through workshops.

Module Keywords: Creating an effective learning environment, Note taking techniques, Preparation methods, Speed reading, Learning strategies, Creation of Mind maps, Digital learning practices for languages, online education platforms, memorization methods, lifelong learning

3.2.2.2 Time management module (workshops)

Anyone starting out in the entrepreneurial lifestyle should start by creating a time scale, daily, weekly, and monthly personal schedules. Our goal is to show them effective techniques for prioritization, self-motivation, workload management to evade having no time to find their own solutions to their tasks, that they will be getting in the upcoming module.

Module Keywords: Time management, Time schedule, productivity, unproductivity, focus, time scale, efficiency, motivational rituals

3.2.3 Bootcamp

3.2.3.1 Entrepreneurship 101 (on the job, job shadowing, gamification approach)

The real journey begins when the earlier formed 5-person teams start brainstorming about the project they want to work on for the rest of the program, they basically establish their own organizations. During the summer break, our experienced business strategy mentors/moderators can follow the progress of teams, as they are working through cloud-based collaboration software (Kanban boards, group chats, Google Drive). It's summer break, so we don't want to give students homework, but would rather motivate them to work on their own projects. The best one will be awarded and they will all have the opportunity to take part in the startup competition organized by Újbuda with total prizes of 4x1 million Hungarian forints.

Following the break, we'll dive into intensive work with the help of 25 different trainers, who will be guiding the teams through each element of building a business. This is based on a previously tested approach (Business Challenge), that is structured to show the foundational steps of creating a successful project/business.

Module Keywords: Collaboration tools, Project design and strategy, market research, financial planning, liquidity, cash flow, online marketing, target group definition, sales funnel, product pyramid, buyer acquisition, branding, web-site production, SEO, lead-magnet product, content marketing, administration, E-commerce, negotiation techniques, PR, NGO / CSR

3.2.3.2 Startup section - Innovation Lab program connected with DLP training

Startup Business forms have been gaining popularity in recent years, as they heavily rely on blooming web technologies to function and scale their operations. We believe it is important to clear a basic vocabulary and innovation approach, so we invited a successful startup founder to introduce this world. This will be an optional session, open to anyone interested in the IL services.

Module Keywords: Ideas, Validation, MVP, Business Model development, fundraising, pitch

3.2.3.3 Communication module (workshop)

PR strategies and presentation skills are very essential to starting a business, so couple tips for the pitching should help with their confidence.

Module Keywords: Presentation Techniques, PR duties, Preparations for Interviews, Rhetoric PR

3.2.3.4 Pitch Competition & UParty (presenting & awards)

One of the most exciting moments of the 9-month training will be when the projects are presented in front of the judges, who will choose the winning team, that will be celebrated together with all the trainers, organizers and supporters.

4. Annexes

4.1 Local DLP Time frame in Annex 1.

4.2 Evaluation - local Survey in Annex 2.